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(54) LABEL AND ITS LABEL BASE MATERIAL AND INK

(57)Abstract:

PURPOSE: To provide the label which can be expediently issued by pattern formation of a thermal transfer system, and of which thermal transfer patterns have excellent solvent resistance and well maintain the applied patterns even if the label is subjected to washing with a solvent and wiping treatment, and also, to provide the base material and ink for this label.

CONSTITUTION: This label is constituted by forming the thermally transferred patterns 2 consisting of the ink contg. polyolefin having 5000 to 300000 viscosity average mol.wt. and coloring agents as its components on the ink receptive layer of the label base material 1 having the ink receptive layer consisting of the polyolefin having 5000 to 6000000 viscosity average mol.wt. as a film forming component.



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